



WPXI  
P.O. Box 640132  
Pittsburgh, PA 15264-0132  
ph: (412) 237-1100  
fx: (412) 237-2247

Advertiser  
Agency  
Buyer  
Salesperson

Pol/R Casey/RUS Senate (16759)  
Shorr & Associates (2909)  
D'ETTORRE, MICHAEL  
Telerep/Washington DC, Washington DC (1040)  
ph: (555) 555-5555  
Political - Federal Candidate (1067)  
POL/R CASEY/D/SEN/PA (134170)  
National/Political  
/06274909

Invoice 623066  
Inv Date 8/26/2012  
Terms Net 30  
Contract 326561  
Bill Type Standard  
Period 7/30/2012 - 8/26/2012

Shorr & Associates  
1831 Chestnut Street  
Philadelphia, PA 19103

AgM

Product  
Brand  
Acct Types  
Est/Headline  
Demo  
Revision  
Comments

BOB CASEY 8/14  
\*\*\*\*\* THIS IS A CASH IN ADVANCE

CO-OP/Order Type Yes/Normal  
Package  
Gen. Date 8/27/2012 4:54:58PM

Pittsburgh (WPXI)

## OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	<b>Contract Line Remarks:</b> <u>news 530A-6A/1</u>								
	Spot	5:29:04AM-Channel	Day, Tu-1, W-1, Th-1, F-1	08/14/12 5:42AM (Tu)	00:30	Channel 11 News 530am	BCTV1204H	\$325.00	
	Spot	5:29:04AM-Channel	Day, Tu-1, W-1, Th-1, F-1	08/15/12 5:37AM (We)	00:30	Channel 11 News 530am	BCTV1204H	\$325.00	
	Spot	5:29:04AM-Channel	Day, Tu-1, W-1, Th-1, F-1	08/16/12 5:54AM (Th)	00:30	Channel 11 News 530am	BCTV1204H	\$325.00	
	Spot	5:29:04AM-Channel	Day, Tu-1, W-1, Th-1, F-1	08/17/12 5:52AM (Fr)	00:30	Channel 11 News 530am	BCTV1204H	\$325.00	
2.0	<b>Contract Line Remarks:</b> <u>TODAY 7-9A/2</u>								
	Spot	7:00:04AM-Today Si	Day, Tu-2, W-2, Th-2, F-2	08/14/12 7:22AM (Tu)	00:30	Today Show	BCTV1204H	\$525.00	
	Spot	7:00:04AM-Today Si	Day, Tu-2, W-2, Th-2, F-2	08/14/12 8:36AM (Tu)	00:30	Today Show	BCTV1204H	\$525.00	
	Spot	7:00:04AM-Today Si	Day, Tu-2, W-2, Th-2, F-2	08/15/12 7:23AM (We)	00:30	Today Show	BCTV1204H	\$525.00	
	Spot	7:00:04AM-Today Si	Day, Tu-2, W-2, Th-2, F-2	08/15/12 8:49AM (We)	00:30	Today Show	BCTV1202H	\$525.00	
	Spot	7:00:04AM-Today Si	Day, Tu-2, W-2, Th-2, F-2	08/16/12 7:58AM (Th)	00:30	Today Show	BCTV1202H	\$525.00	
	Spot	7:00:04AM-Today Si	Day, Tu-2, W-2, Th-2, F-2	08/16/12 8:43AM (Th)	00:30	Today Show	BCTV1204H	\$525.00	
	Spot	7:00:04AM-Today Si	Day, Tu-2, W-2, Th-2, F-2	08/17/12 7:58AM (Fr)	00:30	Today Show	BCTV1202H	\$525.00	
	Spot	7:00:04AM-Today Si	Day, Tu-2, W-2, Th-2, F-2	08/17/12 8:42AM (Fr)	00:30	Today Show	BCTV1204H	\$525.00	
3.0	<b>Contract Line Remarks:</b> <u>JUDY 430-5P/3</u>								
	Spot	4:29:19PM-Judge Ju	Day, Tu-1, W-1, Th-1, F-1	08/14/12 4:48PM (Tu)	00:30	JUDGE JUDY 430P	BCTV1204H	\$375.00	
	Spot	4:29:19PM-Judge Ju	Day, Tu-1, W-1, Th-1, F-1	08/15/12 4:39PM (We)	00:30	JUDGE JUDY 430P	BCTV1204H	\$375.00	
	Spot	4:29:19PM-Judge Ju	Day, Tu-1, W-1, Th-1, F-1	08/16/12 4:55PM (Th)	00:30	JUDGE JUDY 430P	BCTV1204H	\$375.00	
	Spot	4:29:19PM-Judge Ju	Day, Tu-1, W-1, Th-1, F-1	08/17/12 4:40PM (Fr)	00:30	JUDGE JUDY 430P	BCTV1204H	\$375.00	
4.0	<b>Contract Line Remarks:</b> <u>NEWS 530-6P/4</u>								
	Spot	5:30:00PM- 6:00:00	Per week (3), Tu, We, Th, Fr	08/14/12 5:43PM (Tu)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	BCTV1204H	\$600.00	
	Spot	5:30:00PM- 6:00:00	Per week (3), Tu, We, Th, Fr	08/15/12 5:37PM (We)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	BCTV1204H	\$600.00	
	Spot	5:30:00PM- 6:00:00	Per week (3), Tu, We, Th, Fr	08/17/12 5:39PM (Fr)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	BCTV1202H	\$600.00	
5.0	<b>Contract Line Remarks:</b> <u>JEOP 7-730P/5</u>								
	Spot	6:59:29PM-Jeopardy	Day, Tu-1, W-1, Th-1, F-1	08/14/12 7:13PM (Tu)	00:30	Jeopardy	BCTV1204H	\$1100.00	
	Spot	6:59:29PM-Jeopardy	Day, Tu-1, W-1, Th-1, F-1	08/15/12 7:24PM (We)	00:30	Jeopardy	BCTV1202H	\$1100.00	
	Spot	6:59:29PM-Jeopardy	Day, Tu-1, W-1, Th-1, F-1	08/16/12 7:13PM (Th)	00:30	Jeopardy	BCTV1202H	\$1100.00	
	Spot	6:59:29PM-Jeopardy	Day, Tu-1, W-1, Th-1, F-1	08/17/12 7:24PM (Fr)	00:30	Jeopardy	BCTV1204H	\$1100.00	
6.0	<b>Contract Line Remarks:</b> <u>LATE NEWS/7</u>								
	Spot	By Sell Pattern-[T]C	Day, Tu-1, W-1, Th-1, F-1, Sa-1	08/14/12 11:12PM (Tu)	00:30	CHANNEL 11 NEWS AT 11P	BCTV1204H	\$1250.00	
	Spot	By Sell Pattern-[T]C	Day, Tu-1, W-1, Th-1, F-1, Sa-1	08/15/12 11:33PM (We)	00:30	CHANNEL 11 NEWS AT 11P	BCTV1204H	\$1250.00	
	Spot	By Sell Pattern-[T]C	Day, Tu-1, W-1, Th-1, F-1, Sa-1	08/16/12 11:22PM (Th)	00:30	CHANNEL 11 NEWS AT 11P	BCTV1204H	\$1250.00	
	Spot	By Sell Pattern-[T]C	Day, Tu-1, W-1, Th-1, F-1, Sa-1	08/17/12 11:30PM (Fr)	00:30	CHANNEL 11 NEWS AT 11P	BCTV1204H	\$1250.00	
	Spot	By Sell Pattern-[T]C	Day, Tu-1, W-1, Th-1, F-1, Sa-1	08/18/12 11:25PM (Sa)	00:30	CHANNEL 11 NEWS AT 11P	BCTV1204H	\$1250.00	
7.0	<b>Contract Line Remarks:</b> <u>ZONE 11-1135P/6</u>								
	Spot	11:00:04PM-Black &	Day, Su-1	08/19/12 11:51PM (Su)	00:30	Black & Gold Zone	BCTV1204H	\$1400.00	
8.0	<b>Contract Line Remarks:</b> <u>SUN NEWS 7-10A/8</u>								
	Spot	7:00:00AM-10:00:00	Day, Su-2	08/19/12 7:11AM (Su)	00:30	CHANNEL 11 SUNDAY MORN NEWS	BCTV1204H	\$300.00	
	Spot	7:00:00AM-10:00:00	Day, Su-2	08/19/12 7:42AM (Su)	00:30	CHANNEL 11 SUNDAY MORN NEWS	BCTV1202H	\$300.00	



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9.0	Contract Line Remarks:	<b>NEWS 530-6A/9</b>							
	Spot	5:29:04AM-Channel	Day, M-1	08/20/12 5:38AM (Mo)	00:30	Channel 11 News 530am	BCTV1204H	\$325.00	
10.0	Contract Line Remarks:	<b>TODAY 7-9A/10</b>							
	Spot	7:00:04AM-Today Si	Day, M-2	08/20/12 7:59AM (Mo)	00:30	Today Show	BCTV1202H	\$525.00	
	Spot	7:00:04AM-Today Si	Day, M-2	08/20/12 8:44AM (Mo)	00:30	Today Show	BCTV1204H	\$525.00	
11.0	Contract Line Remarks:	<b>JUDY 430-5P/11</b>							
	Spot	4:29:19PM-Judge Ju	Day, M-1	08/20/12 4:50PM (Mo)	00:30	JUDGE JUDY 430P	BCTV1204H	\$375.00	
12.0	Contract Line Remarks:	<b>JEOP 7-730P/12</b>							
	Spot	6:59:29PM-Jeopardy	Day, M-1	08/20/12 7:25PM (Mo)	00:30	Jeopardy	BCTV1202H	\$1100.00	
13.0	Contract Line Remarks:	<b>LATE NEWS/13</b>							
	Spot	10:59:34PM-CHANNE	Day, M-1	08/20/12 11:32PM (Mo)	00:30	CHANNEL 11 NEWS AT 11P	BCTV1204H	\$1250.00	

REMIT TO: P.O. BOX 640132 PGH, PA 15264-0132

We warrant that the actual broadcast information  
shown on this invoice was taken from the official log.

Gross Total	\$25,550.00	Total Spots	37
Commission	(\$3,832.50)		
Net Total	\$21,717.50		